A SYSTEM AND METHOD FOR GRAPHICALLY ANALYZING PRODUCT INTERACTIONS

ABSTRACT

[0130]   A system for graphically displaying and optimizing interaction data between items in a retail setting, the system includes a general purpose computer having memory capable of operating pursuant to instructions from an algorithm. The algorithm performs the steps of loading the interaction correlations calculated between items to be sold into memory, wherein the placement of nodes and edges pursuant to the interaction correlation is optimized. A graphical representation of the nodes and edges with corresponding interaction correlations is generated to identify the strongest correlations between the items for sale.